



# 2018 Impact Report





# 2018 AT A GLANCE

We have the privilege and honour to work with the land. This is land that is the ancestral and unceded homelands of the *sc̓əwəθən məsteyəx̣ʷ* (Tsawwassen), *kʷikʷəłəm* (Kwikwetlem), *q̓íçəy̓* (Katzie), *stó:lō* (Sto:lo), *x̣ʷməθkʷəy̓əm* (Musqueam), *seł̓íłwítulh* (Tsleil-Waututh), *qíqéyt* (Qayqayt), and *sk̓wxwú7mesh* (Squamish) Coast Salish peoples. As settlers, as farmers, and as educators, we acknowledge the harm that farming and schooling has done to Indigenous Peoples and the land across this region. We work towards ongoing reconciliation as listeners, food sharers, and land stewards.

49 SCHOOLS SUPPORTED



103 FARM FIELD TRIPS

15,000 POUNDS OF PRODUCE GROWN

54 SALMON (NAMED BEYONCÉ AND 55TH HARMONY) RAISED AND RELEASED

312 VOLUNTEERS CONTRIBUTED 1003 HOURS

6084 KIDS AND YOUTH



13,946 HEALTHY MEALS SERVED

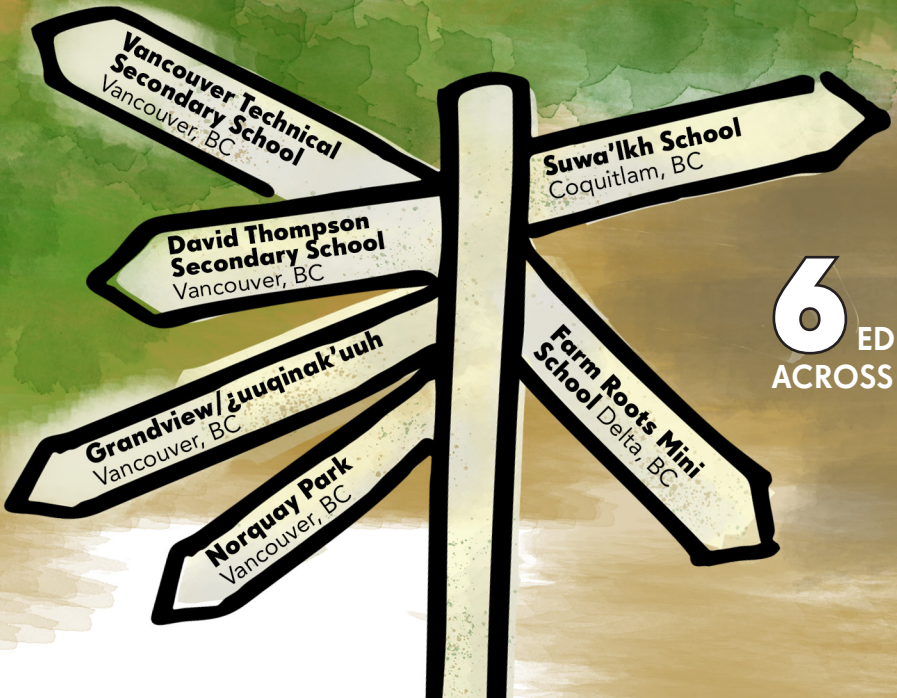
7 ACRES OF FOREST IN THE PROCESS OF RE-INDIGENIZATION

32 MARKET DAYS

29,133 PROGRAM HOURS

\$34,281 OF PRODUCE SOLD

694 VEGGIE BOXES EATEN BY 44 FAMILIES



6 EDUCATIONAL FARMS ACROSS THE LOWER MAINLAND



# VISION

Good Food for All! We envision a world where everyone has access to healthy food, land, and community.

# MISSION

We cultivate engaging gardens and programs that catalyze healthy eating, ecological stewardship, and community celebration.

## A LETTER FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

### To you, who grow and share,

Our fingernails are dirty. They're muddy—just like our jeans, the office, the Fresh Roots truck. They're dirty because we've been hard at work. Staying clean has never been the forte of farmers or changemakers.

In 2018 alone: 53 high school youth hired, 15,000 pounds of food grown, 10 acres of land stewarded, new youth empowerment programs established in Delta and piloted in Coquitlam, a new summer camp. And we are planting new ideas all the time!

This year marks Fresh Roots' eighth birthday. Although we didn't start in a garage, we did start in a backyard, working to grow Good Food for All. This year we've done that more than ever. As you'll see throughout these pages, we've been helping unleash power—the power of youth to give back to their communities and build, run, and grow urban farms; the power of teachers to unlock learning outside; and the power of nature to inform and inspire.

We do all of this because there is real need. Across the Lower Mainland, kids come to school hungry. Whether they had to use their lunch money for school supplies, chose pop and chips, or got in a fight with Mom or Dad and left their lunch at home—all are hungry. Even 50 years ago, many kids would have had the opportunity to plant peas and eat them in spring. Today, few kids have the opportunity to see the magic that is growing healthy food. Every kid should be able to walk to their garden, pull out a carrot that they grew and

eat it. We work with kids to do just that. At Fresh Roots, we help youth build the skills and the will to identify, grow, cook, and then choose healthy foods for themselves and their families. On educational farms and food lands, kids learn what it takes to grow and share Good Food. We are inspired by nature and rooted in the work that youth do together, working as teams to build the skills and will to transform their school food system.

We're just getting started. We might only be eight years old, but we're a precocious eight, ready to plant and grow. In 2019, we'll plant a new universal meal program, ensuring all kids have access to healthy foods; hire more than 70 youth; steward 10 acres of food lands; and share 17,000 pounds of healthy food. We believe that food is an inspiring and mobilizing force for good. Thank you for joining the table and working towards Good Food for All!



Marc Schutzbank  
Executive Director



Matt Breech  
Board Chair

On behalf of the 2018 Board of Directors



Clockwise from top left:  
Alexa Pitoulis,  
Bradley Chisholm,  
Tracy London,  
Scott Hughes



# GOOD FOOD

Our educational farms are beautiful, productive spaces where we grow food that goes right back into the community! In 2018, more than **9000 pounds** of food from our schoolyard farms went directly to school programs. **Fourty-four neighbouring families** took part in our Veggie Box program, receiving weekly veggies straight from the fields! Now *that's* eating local!

Together, we learn how to grow. That's important because the average age of farmers in B.C. is 56. We're training the next generation of growers, food-policy experts, and advocates—the **average age of Fresh Roots farmers is 18!** In areas of urban growth, our urban farms are respites for biodiversity, hosting native pollinators like bees, hummingbirds, and bats, ensuring a healthy urban environment.



**\$34,281 of produce sold**



**5 farmers trained**



**10+ acres of land stewarded**

**"It's so empowering to work with so many women farming and doing tough work together. In Fresh Roots' safe, supportive, female-led environment, I don't feel intimidated or unable to step up."**—Jes, farm intern











# EXPERIENTIAL LEARNING

Our experiential learning programs get students out on the farms for class field trips and also bring the farms to teachers’ classrooms via workshops. These fun farm experiences support the BC Curriculum through hands-on learning and self-guided discovery.

-  **152 farm programs**
-  **2305 individual learners**  
(That’s 91% more students than last year!)
-  **5855 program hours**
-  **90% of teachers rate our farm programs as excellent or very good**  
(We think you’re excellent and very good, too, teachers!)

“That field trip made me feel strong, buff, energized, happy, and joyful!”  
—Lucy, age 9

## NEW IN 2018: CAMP FRESH ROOTS!



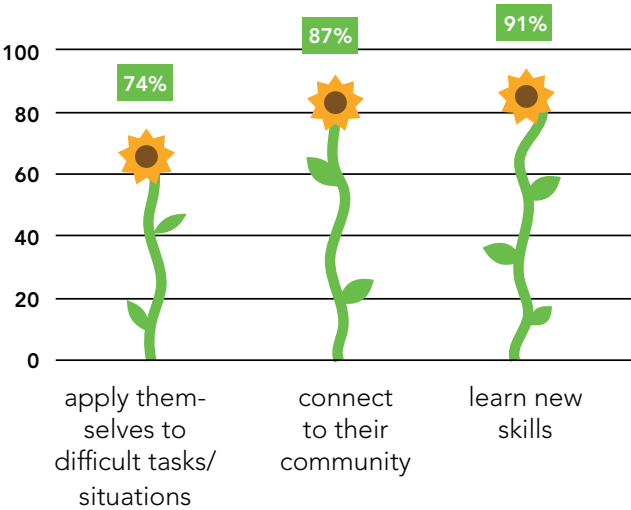
This summer, **30 campers** attended the first-ever sessions of Camp Fresh Roots! During week-long programs like Seed to Salad, kids ages 4 to 12 brought their sense of wonder to the farm, exploring how plants grow and meeting the people who helptake food from the fields to our forks, including a trip to the farmers’ market! And thanks to some generous donations, **15 campers were able to receive camperships** (camp scholarships) that allowed them to attend camp.

# YOUTH EMPOWERMENT

In 2018, our summer youth-empowerment program (SOYL) **grew by 40%**, as we ran our first year with the Farm Roots Mini School in Delta and piloted a SOYL program with Suwa’lkh School in Coquitlam! SOYL youth steward the farms as social enterprises, growing, cooking, and selling Good Food—all as they deepen their connection to themselves, their community, and the regional food system. Youth are referred by youth workers, teachers, and life skills programs, or hear about the program from their friends. All youth, but particularly vulnerable youth, need money to buy the things they need and they also need school credit to ensure that they can graduate. That’s why SOYL youth receive a stipend, community service hours, and school credit for their contributions.

-  **2 locations!**  
+1 pilot location!
-  **53 youth in the SOYL summer program** (That’s 22 more youth than last year!)

Youth reported that SOYL helped them:



“SOYL really opens your mind. You get great work experience and the environment is really great. And there’s a really diverse group of people that you get to meet and interact with. It’s so much more than just farm work.” —Joey, SOYL youth





## SUWA'LKH EARTH SPIRIT HEALING FOREST AND MEDICINE GARDEN

Together with the Coquitlam School District, and particularly the Aboriginal Education Department, we help to grow the Earth Spirit Healing Forest and Medicine Garden. Hosted at Suwa'lkh School in Coquitlam, this site deepens roots to Indigenous knowledge and stewardship. Food is a powerful tool of reconciliation—it is memory; it is medicine. At the Earth Spirit Healing Forest and Medicine Garden, we are re-Indigenizing the school food system. Invasive species colonize the forest. Together with youth, we remove invasive species, take cuttings of native plants, and help the plants root back in the forest, more plentiful and stronger than before.

This year, youth helped finish building the ¼-acre farm and participated in the pilot of our **first-ever SOYL summer program** at Suwa'lkh! And thanks to the help of **110 volunteers** from Coast Capital Savings Credit Union, we created a new outdoor classroom in the middle of the forest. During programs, the youth released class-hatched salmon into the stream and ran experiments on potatoes, sunflowers, and cover crops. We set a great foundation in 2018, and we can't wait to build on that in 2019 with a new leadership program, implementing a full SOYL program, and a new food forest!



**"One day one of my students asks to go for a five-minute walk outside to unwind and I let him. After he returns, I hear whispering. I turn around and what do I see? The student is whispering to his friends and passing snap peas to them, trying to keep things quiet and not get caught! Obviously I had to lecture them about not sharing the bounty with me!"**

—Benson Chang, teacher at Suwa'lkh



**700+ native plants**  
given or sold to community members



**800 lbs of veggies**  
from the Suwa'lkh farm went into the school's hot lunch program



**numerous students**  
caught passing snap peas to their friends during class



## GRANDVIEW/ ɁUUQINAK'UUH

At Grandview/Ɂuuqinak'uuh Elementary, students grow Good Food, and then they harvest, cook, and share meals with their peers through our salad bar program (healthy lunches for every student in the school) and family-style lunches (where one class cooks and sits down to eat and converse together at a long table, like a family—and often the students' family members join, too!).

**"These programs are so empowering for the students,"** one of the teachers explained. "They are not being lectured about healthy eating—they are *doing* healthy eating, in such a fun way. When we all gather to start prepping lunch, there's lots of excited chatter and laughter. Everyone pitches in to help and the kids have fun working together. It's wonderful that we make meals that students make again at home. They are proud of the food they make here and show joy in eating it."

**"I like making my own salad. I told my mom how I made it all. I like it when we pass food to each other. I like it when my mom joins us. You can just leave the lunch to us — we got this."**—Oliver, age 11



**9968 healthy meals served**



**78 salad bar days**



**9 family-style lunches**



**10 new indigenous species introduced into the garden**







# VOLUNTEERING

Our educational farms rely on the support of amazing volunteers to keep the crops growing! This year, we hosted **eight Big Helps**, volunteering days on the farms where community members, Veggie Box subscribers, and youth all came together to do good. We were also lucky to receive volunteering support from **14 amazing organizations** who participated in our Team Build program, where companies and other groups came out to the farms for co-worker bonding and to support our programming. Volunteers help grow, harvest, and create critical farm infrastructure. Through group volunteering, we learn that when we all do a little, we can do a lot. Thank you. It takes a village to ensure Good Food for All, and we are grateful to you.



# GIVING

At our second-annual Schoolyard Harvest Dinner, so many kind folks from the Fresh Roots community came together to dine on the farm. The dinner was lovingly prepared by chefs Karima Chellouf and Kym Nguyen using food harvested from our school farms and farmer friends. We see this dinner as a friendraiser, so the fundraising goal was modest: we wanted to raise \$6000. Almost immediately, the Geyer Family stood up and said, "We'll give \$6000 if everyone else here will match that!" And then Howard and Maia Labow said, "We'll do the same!" Soon, everyone was joining in to match the challenge, and this little friendraiser turned into a huge fundraising success, with so many kind souls coming together to contribute a total of **\$31,990**. Thanks to all of that generosity, we were able to hire **53 SOYL youth**!

Photo: Andrea Fernandez

# THANK YOU!

Thank you so much to our program partners and generous supporters!

## PROGRAM PARTNERS



## VEGGIE BRIGADE (MONTHLY DONORS)

Agatha Hei Man Kung, Allison Boulton, Art Bomke, Bradley Chisholm, Brooke Moore, Carol Bomke, Caroline Manuel, Celia Culley, Franco Cabanos, Graham MacLennan, Helen Stortini, Ilana Labow, Jaclyn Paige Guse, Jennifer Chen, Kathryn Stewart, Lisa Holland, Maia Labow, Marc Schutzbank, Marc Weber, Marianne Williams, Morgan Shupe, Patty Osborne, Peter Ladner, Rory Holland, Rosalind Sadowski, Sarah Maitland, Sarah Spratley, Scott Hughes, Shelley Milsteine, Susanna Haas Lyons, Tim Shah, Tracy London, Wendy Hanna, William Azarof

## 24-CARROT CLUB

10x10, Bev Lough, Bosa Properties Foundation, Casey Fletcher, the Geyer Family, Howard and Maia Labow, Jim Fletcher, Jodie Porteous, John Zaplatynsky, Linda Louis, Lisa Holland, Matt Breech, Myrna Schutzbank, Nancy Maitland, Nature's Path Foods, Pep Lough, Robin Louis, Rory Holland, Sally Zaplatynsky, Scott Shaw, Simon KY Lee Foundation at the Vancouver Foundation, Tallgrass Natural Health, Ted Schutzbank, Ted Maitland, Tom Porteous

## SOIL SUPPORTERS

33 Acres Brewing Co., Aashna Singh, Agatha Kung, Alecia Sharp, Alexa Pitoulis, Alexandra Brigham, Alicia Heung, Alison Pedlar, Allie Choi, Alvin Singh, Alvin Wasserman, Amy Tong, Andrea Curtis, Andrew Melville, Angela Cheng, Annie Kwong, Anonymous, Antoon Verhoeven, Art Bomke, Ashley Bangsund, BC Agriculture, Beverly Schachter, Billy DeJong, Bradley Chisholm, Brendan Chan, Brent Mansfield, Brian Taylor, Brooke Moore, Canadian Tire, Carol Bomke, Caroline Manuel, Cathy Brown, Cathy Moss, Celia Culley, Chantal Larrivee, Charlene Kettlewell, Chris Reid, Claire Cullen, Claude Bergeron, Colin Preston, Colleen Walker, Dan Bowditch, Daniel Shapiro, Danny Peart, Dara Parker, Darlene Seto, Darrell Ert, David Hendrickson, David Hoang, David Miller, David Moore, Deena Chochinov, Denise Cousineau, Derek Mcquillen, Derry Walsh, Dianne Jeffrey, Discovery Organics, Don Safnuk, Dorothy Ullman, Dustin Sepkowski, Dylan Merrick, East Van Graphics, Ed Sadowski, Eleanor Boyle, Elizabeth Lee, Emily Pritchard, Emily Walmsley, Eric Cormier, Farm to School BC, First West Credit Union, Frieda Miller, Garant, Gemma McNeil, Gillian Hesser, Graham MacLennan, Harley Rothstein, Helen Stortini, Howard Chin, Ilana Labow, Indar Jit Gill, Ingrid Tsui, Isabelle Swiderski, Iva Gatcheva, Jaclyn Davidson-Park, Jaclyn Wallace, James Vercamman, Janet Fraser, Janette Lindley, Janice Thompson, Jeanne Dayton, Jena Lenzi, Jennifer Chen, Jennifer MacLeod, Jessica Veenstra, Jill Hesser, Jocelan Thiessen, Jocelyn Macdougall, John Bechhoefer, John Clerides, John Zaplatynsky, Johnny's Selected Seeds, Karla Mundy, Katharine Shipley, Katie Verhoeven, Ken Hoffman, Kermit and Theo Legacy Fund held at the Vancouver Foundation, Kristin Helgason, Kristine Love, Larry Hayworth, Linda Rae, Lisa Powell, Lorraine Beattie, Lynn Archer, Marc Schutzbank, Margaret Timmins, Maria Gesualdi and friends, Maria King, Mark Vessey, Matthew Kyritsis, Mauro Vescera, Melanie Bradley, Melissa Hoffman, Michelle Grant, Mira Landry, Nada Grocery, Net Zero Waste, Olivia Lu, Pacific Leather & Fur Dressers, Pam Neuman, Peter Blitz, Peter Verhoeven, PNG Enterprise Foundation, Poupak Rahmani, Public Health Association of BC, Ray Schachter, Richard Bergen, Richard Savage, Rickey Yada, Roberto Saletti, Ron Burnett, Ron Klopfer, Rosalind Sadowski, Ross Farm, Ryan Chen-Wing, Sandra Dumouchelle, SAP, Sara Kozicky, Sarah Maitland, Sarah Spratley, The Scale Shop, Scott Hughes, Scott Sinclair, Scott Spence, Sean Braacx, Sean Wong, Shahdin Farsai, Shelley Milstein, Shifting Growth, Shulamit Allison Krakauer, Simone Dive, SpencerCreo Foundation, Stacey Friedman, Stephanie Keating, Still Creek Press, Susan Bethanis, Susan Gerofsky, Susan Mavor, Sven Hartman, Tanya Lebar, Tim Shah, Tom Davidson-Park, Tracy London, Tracy Lu, Trish Whetstone, Union of BC Municipalities, Ursula Bowditch, Vancouver Farmers Market, Vicki Choi, Wendy Hanna, Will Valley, William Azaroff, Ying Lin, Zachary Morris

# 2018 FINANCIAL REVIEW

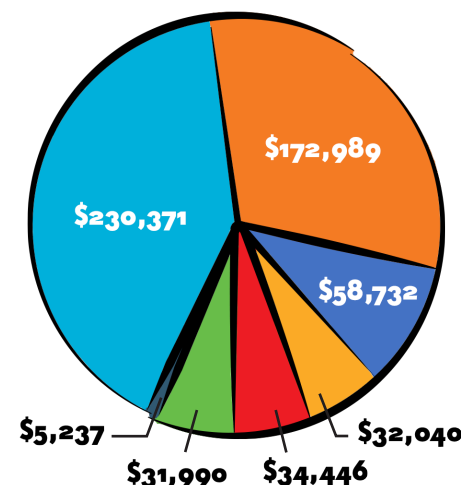
## WHERE SUPPORT CAME FROM

- 41% Foundations
- 30% Government
- 10% Private Donors
- 6% Program Revenue
- 6% Food Sales

- 6% Event (Schoolyard Harvest Dinner)
- 1% Other (interest, foreign exchange adjustment)

**TOTAL REVENUE: \$565,805**

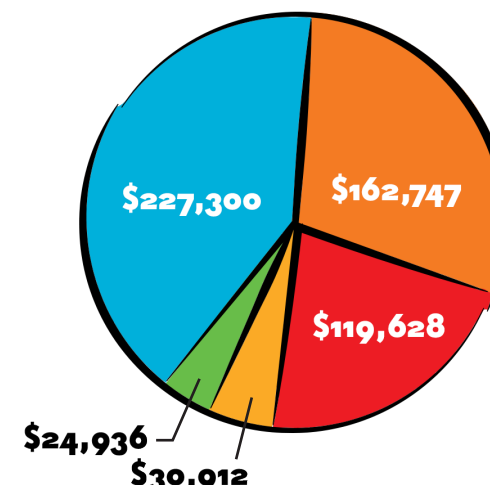
Plus **\$31,656** of in-kind donations, including seeds, tools, food, program supplies, and **1003** volunteer hours!



## WHERE SUPPORT MADE A DIFFERENCE

- 40% Youth Empowerment Programs
- 29% Good Food Programs
- 22% Experiential Learning Programs
- 5% Admin (admin salaries and office expenses)
- 4% Fundraising

**TOTAL EXPENSES: \$565,523**







## NEXT STEPS

In 2019, we are growing! Seeds are in the ground and they're sprouting. Stay tuned for more info on the exciting things we're doing in 2019 as we strive towards Good Food for All!

## GET INVOLVED

We couldn't do what we do without YOU!


**Volunteer! Donate!**

[freshroots.ca](http://freshroots.ca)

**Stay in the loop!**



@freshrootsfarms



"There is a huge garden at my school cared for by Fresh Roots. I have taken my students there for inspiration to write poems about apples, have a sniff of various fresh herbs growing, or taste fresh organic kale or spinach that they pick with their own hands. **I have witnessed students blossom (pun intended) into amazing young adults from their involvement in the Fresh Roots summer program, SOYL.** The possibilities are endless and incredibly inspiring. Fresh Roots is an amazing group of passionate people creating opportunities of all sorts around food security, sustainability, and human connection. **If you're looking for a worthy non-profit organization to get involved with, then this would be it.** I hope you can help them out so that they can continue to grow (another intended pun) these opportunities."

—Annie Kwan, teacher at David Thompson Secondary School

Photos: Vanessa Perrodou ([vanessaperrodou.com](http://vanessaperrodou.com))

Design: Alyssa Quan ([alyssequan.com](http://alyssequan.com))



**Growing food.  
Growing communities.**

5050 Wales Street  
Vancouver, BC V5R 3M6  
778-872-KALE (5253)